SEP 7

# Broadcasting

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ RADIO OWNERS TAKE MANY ROADS TO DUOPOLY / 4

❑ ALL-OUT WAR ON CABLE BILL / 8

❑ PYRAMID, ATLANTIC RADIO GROUPS MERGE / 26

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# CAMPAIGN TAKES THE LOCAL ROUTE

*Candidates take message, ads to the grass roots; study finds Bush gets more favorable coverage from TV stations than networks*

**By Sharon D. Moshavi**

As it makes its traditional start this week, the presidential race continues along an untraditional media course. Having ranged across the national media map from morning shows to talk shows, the campaign is now looking amazingly local, in both paid and free media.

With the opening of the FCC's 60-day window in which stations and networks must extend their lowest unit rates to political advertising, Clinton has made spot TV buys for this week in upwards of 10 states, many of them the same he bought last week. They include Connecticut, North Carolina, New Mexico, Louisiana, Ohio, Colorado, Michigan and Georgia. The campaign is mostly buying time during news programing, along with some prime time access. The Bush campaign was expected to make its buys early this week.

One rep says the Clinton buys are relatively sparse in terms of the number of markets per state, lending credence to the view of some, such as Democratic political consultant Scott Miller, that the campaigns are trying to "get more mileage than ever before" out of news coverage of the ads.

Ave Butensky, president of the Television Bureau of Advertising, suspects total political dollars for spot TV could go $100 million above TVB's initial projection of $200 million, in large part because of increased spending from the presidential race. TVB has estimated the broadcast networks' take at $30 million, compared with $38.5 million in 1988.

The ad campaigns launched so far by Bush (before the Republican convention) and Clinton (last week) have

**Continues on page 12**

# This Week

### MANAGING THE NEW DUOPOLIES / 4

With new radio ownership caps in place, the industry is trying to figure out the best way to run the new "mega-combos."

### STRONG OPENING FOR *BET YOUR LIFE* / 10

Carsey-Werner's *You Bet Your Life* fell short of its 13 rating guarantee, but still had one of the biggest syndication debuts in recent memory. Group W's *Vicki!* also had a strong opening.

### *DISNEY'S* FRINGE APPEAL / 18

Buena Vista Television takes its *Disney Afternoon* early-fringe package to affiliates, hoping to convince them that children's programing can compete in the ratings with adult fare as well as provide a lead-in to local news.

### SONY CONSIDERS SOAP CABLE CHANNEL / 24

Sony Corp. of America, which already has a strong presence in production of daytime dramas (*Young and the Restless, Days of Our Lives*), is considering the possibility of developing a soap opera channel for cable.

***Gathered in New Orleans, radio industry awaits the revenue turnaround (p. 41).***

### BOSTON DUOPOLY MERGER / 26

In the first major merger of the higher-ownership-cap era, Pyramid Broadcasting and Atlantic Radio announced plans to form Boston Radio Group, which would have a 20% share of the Boston market.

### PITCH FOR HDTV CHANNEL / 28

In a petition to the FCC, Press Broadcasting says letting broadcasters use their allotted HDTV channel for multiple channels could provide revenue for the later introduction of HDTV.

### SHORT LOAN SUPPLY / 36

Although federal banking regulators have eliminated the "HLT" designation, broadcasters are still having a tough time getting bank loans for station acquisitions.

### SPECIAL REPORT: RADIO '92 / 41

On the eve of the NAB's annual Radio Show, BROADCASTING examines the issues facing the medium this year: new ownership rules, the revenue slump and DAB development.

#### NEWS DEPARTMENTS


**Business** ..... 36
**Cable** ..... 24
**Radio** ..... 26
**Technology** ..... 35
**Television** ..... 18
**Top of the Week** ..... 4
**Washington** ..... 28


#### FEATURE SECTIONS


**Advertising/Marketing** 37
**Bicoastal** ..... 20
**Changing Hands** ..... 38
**Closed Circuit** ..... 14
**Datebook** ..... 73
**Editorials** ..... 86
**Fates & Fortunes** ..... 80
**Fifth Estater** ..... 83
**For the Record** ..... 75
**In Brief** ..... 84
**Monday Memo** ..... 16
**Open Mike** ..... 74
**Ratings Week** ..... 23
**Special Report** ..... 41
**Washington Watch** ..... 34



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# Broadcasting's Ratings Week ■ Aug 24-30

| | ABC | CBS | NBC | FOX |
|---|---|---|---|---|
| **MONDAY** | 9.4/16 | 13.0/22 | 11.9/21 | NO PROGRAMING |
| 8:00 | | 26. Evening Shade 11.0/20 | 21. Fresh Prince 11.5/21 | |
| 8:30 | 39. NFL Preseason Football—Buffalo Bills at Kansas City Chiefs 9.4/16 | 13. Major Dad 12.3/21 | 9. Blossom 13.1/22 | |
| 9:00 | | 3. Murphy Brown 15.0/24 | 20. NBC Monday Night Movies—Switched at Birth, Pt. 2 11.7/20 | |
| 9:30 | | 8. Designing Wmn 13.2/21 | | |
| 10:00 | | 9. Northern Exposure 13.1/23 | | |
| 10:30 | | | | |
| **TUESDAY** | 12.9/22 | 11.9/21 | 8.9/16 | NO PROGRAMING |
| 8:00 | 11. Full House 12.6/23 | 14. Rescue: 911 12.2/22 | 59. Reasonable Doubts 7.4/13 | |
| 8:30 | 12. Step By Step 12.4/21 | | | |
| 9:00 | 2. Roseanne 15.9/26 | 19. Miss Teen USA 11.8/20 | | |
| 9:30 | 4. Coach 14.3/24 | | | |
| 10:00 | 25. Covington Cross 11.1/19 | | 16. Dateline NBC 12.0/21 | |
| 10:30 | | | | |
| **WEDNESDAY** | 8.0/14 | 11.9/21 | 10.3/18 | 9.5/16 |
| 8:00 | 53. Wonder Years 8.1/15 | 69. Freshman Dorm 6.6/12 | 7. Unsolved Mysteries 13.7/25 | 37. Beverly Hills 90210 9.5/16 |
| 8:30 | 56. Doogie Howser 7.8/14 | | | |
| 9:00 | 16. Home Improvmt 12.0/20 | 15. 2000 Malibu Road* 12.1/20 | 40. Seinfeld 9.2/15 | |
| 9:30 | 47. Arresting Behav 8.6/14 | | 44. Wings 8.7/14 | |
| 10:00 | 76. Civil Wars 5.8/10 | 1. 48 Hours 17.0/30 | 53. Law and Order 8.1/14 | |
| 10:30 | | | | |
| **THURSDAY** | 7.8/14 | 10.6/19 | 8.3/15 | 8.4/15 |
| 8:00 | 65. Who's the Boss? 6.9/13 | 34. Top Cops 9.8/18 | 64. A Diffrnt World 7.0/13 | 31. Simpsons 10.7/20 |
| 8:30 | 61. Growing Pains 7.2/13 | | | 37. Martin* 9.5/17 |
| 9:00 | 78. Homefront 5.5/9 | 30. Street Stories 10.8/19 | 21. Cheers 11.5/20 | 68. The Heights* 6.7/12 |
| 9:30 | | | 27. Wings 10.9/19 | |
| 10:00 | 27. Primetime Live 10.9/20 | 24. Bodies of Evidence 11.2/20 | 67. L.A. Law 6.8/12 | |
| 10:30 | | | | |
| **FRIDAY** | 9.7/19 | 8.8/17 | 5.7/11 | 6.0/11 |
| 8:00 | 32. Family Matters 10.4/21 | 70. Evening Shade 6.5/13 | 77. NFL Preseason Football—Buffalo Bills at Atlanta Falcons 5.7/11 | 70. America's Most Wanted 6.5/13 |
| 8:30 | 50. Dinosaurs 8.5/17 | 56. Major Dad 7.8/15 | | |
| 9:00 | 47. Dinosaurs 8.6/16 | 36. CBS Friday Movie—Her Alibi 9.6/18 | | 74. Sightings 6.1/11 |
| 9:30 | 58. Perfect Strangers 7.7/14 | | | 80. Rachel Gunn, R.N. 4.8/9 |
| 10:00 | 23. 20/20 11.4/22 | | | |
| 10:30 | | | | |
| **SATURDAY** | 6.0/12 | 6.4/14 | 8.0/17 | 7.6/16 |
| 8:00 | 83. Boys 3.5/7 | 72. NFL Preseason Football—Minnesota Vikings at Washington Redskins 6.4/14 | 44. Golden Girls 8.7/19 | 63. Cops 7.1/16 |
| 8:30 | | | 51. Powers That Be 8.4/17 | 44. Cops 2 8.7/18 |
| 9:00 | 79. Human Target 5.3/11 | | 34. Empty Nest 9.8/20 | 60. Code 3 7.3/15 |
| 9:30 | | | 47. Nurses 8.6/17 | 61. Am Most Wntd 7.2/14 |
| 10:00 | 40. The Commish 9.2/19 | | 74. Brokaw Report 6.1/13 | |
| 10:30 | | | | |
| **SUNDAY** | 5.5/9 | 11.5/20 | 9.5/16 | 12.8/22 |
| 7:00 | 81. Life Goes On 4.6/9 | 5. 60 Minutes 13.9/28 | 65. Unsolved Mysteries 6.9/14 | 72. The Simpsons 6.4/13 |
| 7:30 | | | | 52. The Simpsons 8.2/15 |
| 8:00 | 43. Am Fun Home Vid 8.9/15 | 16. Murder, She Wrote 12.0/20 | 42. I Witness Video 9.1/15 | |
| 8:30 | 55. Am Fun People 8.0/13 | | | |
| 9:00 | | | | 5. 1992 Emmy Awards 13.9/24 |
| 9:30 | 82. ABC Sunday Night Movie—Reds, Pt. 1 4.4/8 | 33. CBS Sunday Movie—Jack the Ripper, Pt. 1 10.0/17 | 27. NBC Sunday Night Movie—The Return of Eliot Ness 10.9/18 | |
| 10:00 | | | | |
| 10:30 | | | | |
| **WEEK'S AVGS** | 8.3/15 | 10.6/19 | 8.9/16 | 9.5/17 |
| **SSN. TO DATE** | 11.0/19 | 12.2/21 | 11.6/20 | 7.6/13 |

RANKING/SHOW (PROGRAM RATING/SHARE) *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

## DATABASE AT A DISCOUNT

Starting in September, Television Bureau of Advertising members will have access to the MediaCenter's databases at a discount. The MediaCenter, started earlier this year by three former TVB employes, will supply industry marketing and promotion information via computer to stations, as well as other services such as a monthly video satellite feed for sales training. TVB used to provide similar services until it scaled back its offerings and employes last November. TVB members and TVB will split the cost, each paying 25% of the MediaCenter's rate card price.

"Not only will our members have the opportunity to once again receive valuable sales support products and services, but the quality of those resources will be better and more far-reaching than what was previously provided," said Ave Butensky, TVB president. **—SDM**

broadcast interests. **Buyer** is headed by Martin Balk. John Dunn, 13.635% shareholder of buyer, owns licensee of one AM and one FM and permittee of two LPTV's. He also has interests in one FM and one TV. KZKL(AM) has oldies format on 1580 khz with 10 kw day and 47 w night. KZKL-FM has oldies format on 101.7 mhz with 3.2 kw and antenna 99 feet above average terrain.

WAXS(FM) **Oak Hill, W.Va.** □ Sold by Adventure Communications, Inc. to Plateau Broadcasting Inc. for $500,000. **Seller** is headed by Michael R. Shott, and is also licensee of WHHR(AM)-WFXH(FM) Hilton Head, S.C.; WSIC(AM)-WFMX(FM) Statesville, N.C., and WKEE-AM-FM Huntington, WHIS(AM)-WHAJ(FM) Bluefield and WEEL(FM) Wheeling, all West Virginia. **Buyer** is headed by Anthony P. Gonzalez Jr., who is sales manager at WTNJ(FM) Mount Hope, W.Va. WAXS has oldies format on 94.1 mhz with 25.5 kw and antenna 650 ft.

### PROPOSED STATION TRADES

*By volume and number of sales*

This Week:

AM's □ **$14,429,807** □ **7**

FM's □ **$4,072,000** □ **9**

AM-FM's □ **$1,650,000** □ **3**

TV's □ **$7,980,000** □ **1**

Total □ **$28,131,807** □ **20**

1992 to Date:

AM's □ **$154,031,970** □ **159**

FM's □ **$291,265,909** □ **175**

AM-FM's □ **$221,979,846** □ **113**

TV's □ **$1,207,381,620** □ **42**

Total □ **$1,874,659,345** □ **489**

For 1991 total see Jan. 27, 1992 BROADCASTING.

KQST(FM) **Sedona, Ariz.** □ CP sold by American Aircasting Corp. to Linda M. Melton for $500,000. Sale of station for $495,000 ("Changing Hands," April 6) fell through. **Seller** is headed by Dick Gilbert, and has no other broadcast interests. **Buyer** holds CP for new FM at Monroe, La. KQST has AC, jazz format on 100.1 mhz with 500 w and antenna 751 feet above average terrain.

WSPI(FM) **Shamokin, Pa.** □ Sold by North Penn Broadcasting Inc. to Northeast Broadcasting of Northumberland Inc. for $425,000. **Seller** is headed by Harold G. Fulmer, and has interests in six AM's, three FM's and one LPTV. **Buyer** is headed by James P. O'Leary, and has interests in WISL(AM) Shamokin, Pa. WSPI has top 40 format on 95.3 mhz with 900 w and antenna 505 feet above averaage terrain. *Broker: Gordon P. Moul and Associates and Ray H. Rosenblum.*

WZRQ(FM) **Ballston Spa, N.Y.** □ CP sold by Saratoga Radio Corp. to DJA Media Inc. for $400,000. **Seller** is headed by Robert N. Putnam Jr. and Paul C. Raeder, and recently sold WKAJ(AM) Saratoga Springs, NY for $258,000 ("Changing hands," June 29). **Buyer** is headed by David J. Arcara, and has no other broadcast interests. WZRQ has AOR format on 102.3 mhz with 4.1 kw and antenna 386 feet above average terrain. *Broker: Frank Boyle & Co.*

WTOO(AM) **Asheville, N.C.** □ Sold by Asheville Broadcasting Corp. to Anchor Baptist Broadcasting Association for $295,000. **Seller** is headed by George H. Buck Jr., and has interests in 13 AM's and 2 FM's. **Buyer** is headed by Randy C. Barton, and is also licensee of WGCR(AM) Pisgah Forest, N.C. WTOO has southern gospel format on 1380 khz with 5 kw day and 1 kw night.


# CLOSED!

KAHI-AM/KHYL-FM, Sacramento and KTCJ-AM/KTCZ-FM, Minneapolis from Parker Communications to National Radio Partners, LP, Alan Beck, Art Kern and the partners of Hellman & Friedman, Principals.

Elliot B. Evers acted as advisor to National Radio Partners.

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# LOOKING INTO RADIO'S CRYSTAL BALL

*Top executives interviewed by BROADCASTING see no major revenue turnaround soon*

On the eve of the NAB's 1992 Radio Show, BROADCASTING asked a cross-section of radio's top executives to offer their predictions and insights on crucial issues facing the industry.

The results? A wide variety of opinions, but some consensus: revenues will not rebound dramatically until the economy does, duopoly will make a difference, format fragmentation will continue, and everyone—or almost everyone—anxiously awaits digital audio broadcasting.

**1. What advertising revenue trends do you expect for the remainder of 1992 and 1993? If you see a marked turnaround coming, when do you see it taking place?**

*Richard Buckley, president, Buckley Broadcasting:* "I think it's going to be a slow pullout. Local seems to be hanging in there, but the real question is: What happens to national? And I really see major problems in national business. It's just not there. You've got downward forces on unit rates. Cost per point has come home to haunt everybody in the business."

*Norman Pattiz, chairman and chief executive officer, Westwood One Inc.:* "I don't think we can expect much. I think we have to expect more of the same. We're seeing some signs on the network side of the business that the slump may be easing, but we're planning to run our business based on the advertising realities that exist at the moment. We expect minimal improvement in 1993."

*Paul Fiddick, president, radio group, Heritage Media Corp.:* "Local is already substantially recovered, and it's being masked by the continuing problems we have in national. I think it's better than it looks."

*Ralph Guild, chairman and chief executive officer, The Interep Radio Store:* "In national spot, I think the last quarter is going to pick up. I think it's going to be the best quarter of the year, and will erode some of the shortfall of the first three quarters. But I still don't think it will bring us even with last year. I think '93 will run ahead of '92, but I'm not so sure that it will exceed 1990."

*Gordon Hastings, president, Katz Radio Group:* "Our pacings indicate a turnaround is in progress for the remaining five months of 1992. It is entirely possible that the industry will be up between 2% and 4%, August-December.... If the remaining five months hold, the annual 1992 figures should result in between minus 5% and minus 6% for the year.... Broadcasters and reps will be conservative with 1993 projections until one quarter of solid growth is on the books.

**William Hogan**

*"We feel the worst is behind us.... We are seeing an increase in activity in the fourth quarter. Fortunately, Detroit has picked up, which could be a big help."*

*Richard Ferguson, president, New-City Communications:* "We think national is going to stay on the same track for the rest of the year and that it's not going to improve dramatically. And I think local is going to be more of the same—not dramatically up or down. And we have no idea for 1993."

*William Figenshu, senior vice president, Viacom Broadcasting:* "The fall of '92 for us is very strong. We're excited because it's the first time we've seen any strengthening of the markets. We're cautiously optimistic about the fourth quarter. As far as '93 goes, I don't see a marked turnaround coming. The economies are not going to get better overnight."

*William Hogan, president, general manager, Unistar Radio Networks:* "We feel the worst is behind us, i.e., April and May, which showed decreases from last year exceeding 19% each month.... We are seeing an increase in activity for the fourth quarter. Fortunately, Detroit has picked up, which could be a big help.... Our

## RAB'S INDEX OF RADIO REVENUE

| Local revenue—July 1992 | |
|---|---|
| All Markets | +2% |
| East | -1% |
| Southeast | +5% |
| Midwest | +2% |
| Southwest | +6% |
| West | Flat |

| National revenue—July 1992 | |
|---|---|
| All Markets | -15% |
| East | -15% |
| Southeast | -18% |
| Midwest | -4% |
| Southwest | -19% |
| West | -20% |

| Local revenue—Jan.-July 1992 | |
|---|---|
| All Markets | +3% |
| East | +2% |
| Southeast | +4% |
| Midwest | +3% |
| Southwest | +7% |
| West | +4% |

| National revenue—Jan.-July 1992 | |
|---|---|
| All Markets | -10% |
| East | -9% |
| Southeast | -6% |
| Midwest | -4% |
| Southwest | -14% |
| West | -17% |

*Note: These figures include some markets that reported on calendar month, as well as markets that reported on standard broadcast month. The markets reported may vary from the previous month and may cause small variations in year-to-date trends.*

*Local and national revenues are based on a pool of more than 100 markets, as reported by the accounting firms of Miller Kaplan Arase & Co. and Hungerford Aldrin Nichols & Carter.*

*Network revenues are provided by the Radio Network Association, as reported to them by their members.*

her staff to run a station "on the cheap."

"That's what disturbs me about duopolies and LMA's. I hear people saying, 'We'll run it cheap.' But I never hear people saying, 'We'll run it well. We'll make that the best station you've ever heard.' "

For all the focus on the advertising slump and the proliferation of radio signals, Rubins believes the industry must bear more responsibility for its current problems if it is going to overcome them.

"I've got bad news," she says. "Broadcasters helped to create the declining revenue figures we're all suffering with today. As a general observation, I see many broadcasters who are great imitators. We mimic the ways our predecessors ran radio and television stations, and, of course, they imitated their predecessors."

How does she see radio breaking out of the slump? "We could start bringing new people with fresh, wacky ideas into the business instead of trading the same, stale, old talent around between ourselves.... We can stop our salespeople from selling against other radio stations and start positioning radio as a cost-effective advertising decision against the yellow pages, direct mail and other print forms."

If there is a bright spot for radio, Rubins says, it is that virtually every other American industry faces a similar challenge. "I think there are a lot of tough years ahead for every type of business," she says. "But it's time for us to be called up. We can take tough times. This country has a lot of challenges to overcome right now. Let's find the qualities within ourselves that are going to bring us to the top." ■

# ROOM FOR TWO? ACCURATINGS HOPES SO

*New ratings service says it is not a direct competitor to Arbitron; success may depend on affordability for stations*

**By Sharon D. Moshavi**

Strategic Radio Research hopes there's room in the radio industry for its new AccuRatings service, but its aim is not to destroy Arbitron's dominance in the market. Radio sales executives—including Arbitron—say that's wise, because AccuRatings's methodology is enough to complement, but not substitute for, Arbitron. The service's success thus depends largely on whether stations feel they need and can afford a second service.

Strategic AccuRatings will survey audiences through once-a-week telephone call-outs; Arbitron surveys audiences through written diaries covering every day of the week. So far, the service has signed up three markets: 14 stations in San Diego, 10 in Chicago (its home base) and six in South Bend, Ind.

Although some of those stations are sole AccuRatings subscribers, they had already dropped Arbitron because they were unhappy with the service. "We are not positioning ourselves as a direct competitor [to Arbitron] in most cases," says SRR President Kurt Hanson. He has also made pitches in markets including Phoenix, San Francisco, Orlando, New York City, Albuquerque, Chattanooga and Grand Rapids.

Advertisers, especially national ones, simply will not accept most stations using solely AccuRatings at this point, according to Gerry Boehme, senior vice president, director of research, Katz Radio Group. National advertisers need a service that monitors the entire country. The service could be more useful in pitching local advertisers to try a radio station they had not used previously, he says.

SRR is pricing itself much lower than Arbitron to entice stations. AccuRatings's pricing for middle and larger market stations ranges from about $27,000 to $40,000. Comparable Arbitron prices for those stations would be about $100,000 to $200,000.

## RADIO RATERS

| | *Arbitron* | *AccuRatings* |
|---|---|---|
| **Clients** | 1,950 | 31 |
| **Markets** | 263 | 3 |
| **Frequency** | Qrtly + mthly updates | Qrtly + wkly updates |
| **Method** | Diaries | Ph. callout |

Based on quarterly sample sizes about twice those of Arbitron's, AccuRatings will report ratings for cumulative audience within dayparts, as well as provide qualitative information based on demographics, geography and an additional 10 categories that radio stations in an AccuRatings market can handpick.

Arbitron measures audiences based on average-quarter-hour listening, which has become the industry standard and the yardstick by which advertisers measure radio and formulate cost-per-point pricing. Hanson maintains that AccuRatings's lack of quarter-hour measurement is a plus to stations. "Without average quarter hour, advertisers can't do cost per point. They have to look at the unique nature of the station and the advantages of it for their product," he says.

While most radio executives would like to get away from cost-per-point

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pricing, simply not providing the information won't make it go away, argue some radio sales executives as well as Arbitron. "Cost per point evolved since it was one standard way to measure our business. Arbitron doesn't necessarily encourage the industry to sell on a cost-per-point basis," says Jeff Wakefield, president, Interep research.

Jay Guyther, vice president, sales and marketing radio services, Arbitron, argues that the best way to eliminate advertiser emphasis on CPP pricing is to provide both reach (cumulative audience) and frequency (time spent listening). SRR cannot offer that because it does not calculate frequency, says Guyther.

He thinks AccuRatings will not compete directly with Arbitron's ratings service but with its Fingerprint service, which is more format oriented.

AccuRatings could find its niche, says Wakefield, as a programing research tool more than a sales tool. It is, in fact, an outgrowth of SRR's eight-year-old business of offering programing research to stations.

Unlike Arbitron and the failed competitive ratings service Birch Radio, AccuRatings is trying to take its case first to radio stations, not to advertisers. AccuRatings is likely capitalizing on Birch's demise, say some observers, but, by the same token, Birch's demise indicates "not a lot of support for two ratings services at one time," says Katz's Boehme. Hanson says SRR's slow-growth mentality will prevent it from becoming another Birch: "Birch failed because they tried to be in 200 markets at once. They were trying to drive Arbitron out of business—that doesn't work." ■

# LMA'S MEET THE NEW OWNERSHIP LIMITS

*Local marketing agreements were spawned by the recession, but with the FCC's new rules, they may evolve into vehicles for the eventual purchase of stations*

**By Randy Sukow**

LMA's—local marketing agreements—have been a handy tool for some radio station owners looking for creative ways to survive the recession. But with the approval of new FCC radio ownership rules changing the national and local ownership limits, emphasis on LMA's could be evolving into LWOB—lease with option to buy.

"We had predicted that LMA's would become academic once the FCC changed its ownership policies, and I think we're going to witness that now," says former National Association of Broadcasters radio board chairman Dick Novik, owner of WKIP(AM) Poughkeepsie, N.Y., who has been simulcasting the station's news/talk programing on a nearby FM on an LMA basis for the past two years.

> *"We had predicted that LMA's would become academic once the FCC changed its ownership policies, and I think we're going to witness that now."*
>
> **Dick Novik**

But at the same time, LMA's will have their role as the broadcasting industry adjusts to the new radio rules and waits for better economic times. "I think they'll be around until the money is available. My sense is that the money is still not available to get into ownership," says John David, NAB senior vice president, radio.

An FCC survey of 284 TV and radio stations suggested about 6% of all broadcast stations—approximately 750, ith a huge majority of them radio stations—are involved in LMA's (BROADCASTING, Feb. 24). LMA deals, the practice of leasing most or all of the time on a radio station to another station owner, became a convenient way for broadcasters who could not find buyers to save their marginal or money-losing operations to save their investments.

The practice became common enough to attract the attention of several prominent congressmen who worried that LMA's were lowering program diversity. A bill co-sponsored last year by House Energy and Commerce Committee Chairman John Dingell (D-Mich.) and ranking committee member Norman Lent (R-N.Y.) as well as the chairman and ranking member of the Telecommunications Subcommittee, Edward Markey (D-Mass.) and Matthew Rinaldo (R-N.J.), would have put severe limits on LMA's, amounting almost to extinction (BROADCASTING, Nov. 11, 1991).

But the bill's introduction was widely interpreted at the time not as an attempt to eliminate LMA's, but as a strong bipartisan message to the FCC to reform its procedures for approving them. The commission responded with its complete overhaul of the radio ownership rules, which, after extended wrangling with Congress, were finalized last month (BROADCASTING, Aug. 10). The new rules allow local ownership of two AM's and FM's in markets with more than 15 stations and ownership of up to three stations


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HEALTH NEWSFEED
RADIO REPORTS VIA SATELLITE
FROM THE JOHNS HOPKINS MEDICAL INSTITUTIONS

# RADIO BY THE NUMBERS

## PROPOSED STATION SALES, CHANGE OVER LAST YEAR

*$ volume/number of stations*

*As of Sept. 2, 1991:*

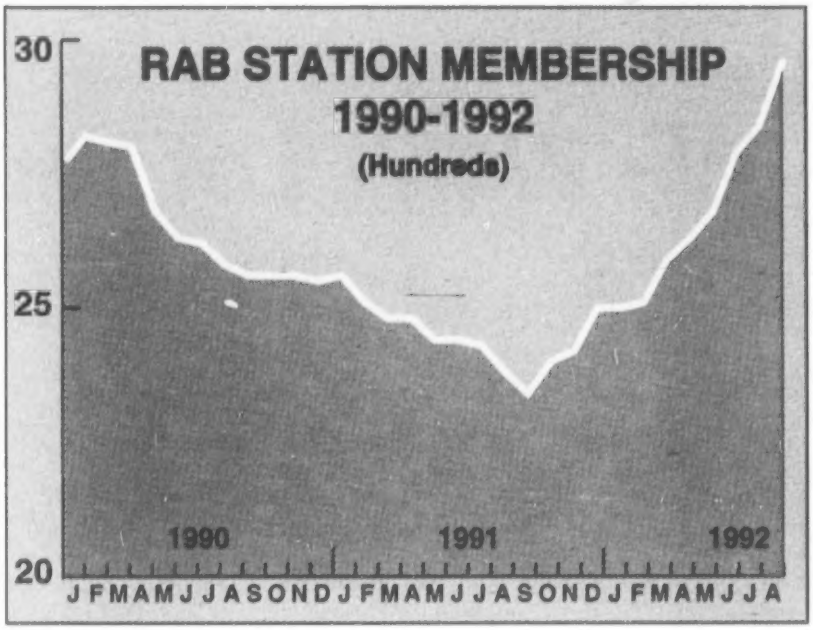
AM: $58,365,080/186
FM: $149,773,646/181
AM-FM: $166,333,972/130
Total: $374,472,700/497

*As of Aug. 31, 1992:*

AM: $139,602,163/152
FM: $287,193,909/166
AM-FM: $220,329,846/110
Total: $647,125,920/428

*1992 vs. 1991*

AM: +139%/- 18%
FM: +92%/- 8%
AM-FM: +32%/- 15%
Total: +73%/- 14%




## RADAR 45—SPRING '92 VS. FALL '91

*Volume 2, network audiences to all commercials.*
*Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.*

### TOTAL PERSONS, 12+

| Network | Spring 1992 AQH | Rank | Fall 1991 AQH | Rank | % Chg. |
|---|---|---|---|---|---|
| ABC Prime | 5,407,000 | 1 | 5,389,000 | 1 | +0.3% |
| Westwood/Mutual | 3,196,000 | 2 | 3,242,000 | 2 | -1.4% |
| ABC Platinum | 2,949,000 | 3 | 2,849,000 | 3 | +3.5% |
| CBS Spectrum | 2,420,000 | 4 | 2,408,000 | 4 | +0.5% |
| ABC Genesis | 2,373,000 | 5 | 2,352,000 | 5 | +0.9% |
| Unistar Super | 2,265,000 | 6 | 2,239,000 | 6 | +1.2% |
| Unistar Ultimate | 2,088,000 | 7 | 2,045,000 | 7 | +2.1% |
| CBS Radio Network | 1,811,000 | 8 | 1,753,000 | 8 | +3.3% |
| Westwood/NBC | 1,559,000 | 9 | 1,614,000 | 10 | -3.4% |
| W.O.N.E. | 1,556,000 | 10 | 1,698,000 | 9 | -8.4% |
| Westwood/Source | 1,458,000 | 11 | 1,484,000 | 11 | -1.8% |
| Unistar Power | 1,424,000 | 12 | 1,388,000 | 12 | +2.6% |
| ABC Excel | 1,209,000 | 13 | 1,107,000 | 13 | +9.2% |
| American Urban | 1,132,000 | 14 | 996,000 | 15 | +13.4% |
| ABC Galaxy | 1,073,000 | 15 | 1,028,000 | 14 | +4.4% |

### TOTAL PERSONS, 25-54

| Network | Spring 1992 AQH | Rank | Fall 1991 AQH | Rank | % Chg. |
|---|---|---|---|---|---|
| ABC Prime | 2,894,000 | 1 | 3,022,000 | 1 | -4.2% |
| Westwood/Mutual | 1,683,000 | 2 | 1,682,000 | 2 | +0.1% |
| ABC Platinum | 1,546,000 | 3 | 1,467,000 | 3 | +5.4% |
| CBS Spectrum | 1,443,000 | 4 | 1,373,000 | 4 | +5.1% |
| ABC Genesis | 1,363,000 | 5 | 1,365,000 | 5 | -0.1% |
| Unistar Super | 1,290,000 | 6 | 1,274,000 | 6 | +1.3% |
| Unistar Ultimate | 1,188,000 | 7 | 1,204,000 | 7 | -1.3% |
| Unistar Power | 912,000 | 8 | 851,000 | 9 | +7.2% |
| W.O.N.E. | 897,000 | 9 | 940,000 | 8 | -4.6% |
| CBS Radio Network | 891,000 | 10 | 850,000 | 10 | +4.8% |
| Westwood/Source | 810,000 | 11 | 821,000 | 11 | -1.3% |
| Westwood/NBC | 767,000 | 12 | 767,000 | 12 | 0.0% |
| American Urban | 723,000 | 13 | 588,000 | 14 | +23.0% |
| ABC Excel | 702,000 | 14 | 662,000 | 13 | +6.0% |
| ABC Galaxy | 629,000 | 15 | 554,000 | 15 | +13.5% |

*Network radio executives, battered by declining revenues, found good news in RADAR 45, the industry's biannual ratings report released last week. It showed network listenership essentially stable, with significant increases for the American Urban Radio Networks and ABC's Excel. "It does appear to be flat, and I consider that to be a great book for the medium of network radio," says Paul Bronstein, vice president, research, CBS Radio Networks. "It really shows a stability among the audiences."*

FM: BALH920708EC; 96.5 mhz; 100 kw; ant. 1,000 ft.)—Granted assignment of license from Capital City Communications Inc. to Missouri River Broadcasting Inc. for $395,000. **Seller** is headed by James Lakoduk, and has no other broadcast interests. **Buyer** is headed by James D. Ingstad, and has interests in six AM's and seven FM's. Action Aug. 19.

■ **WNBE(FM) Alamo, TN** (BAPLH920630HH; 93.1 mhz; 25 kw; ant. 328 ft.)—Granted assignment of CP from Charles C. Allen to Good News Network Inc. for $471,057. **Seller** has no other broadcast interests. **Buyer** is headed by John Latham, and has interests in WFWL(AM)-WRJB(FM) Camden, WGNN(FM) Dresden and WIST(FM) Lobelville, all Tennessee. Action Aug. 20.

■ **WCSV(AM) Crossville, TN** (BAL920507EB; 1490 khz; 1 kw-U)—Granted app. of assignment of license from U.S. Small Business Administration to Samuel T. Armes for $5,160. **Buyer** has no other broadcast interests. Action Aug. 21.

■ **KNFO(FM) Waco, TX** (BALH920122HP; 95.5 mhz; 100 kw; ant. 1,100 ft.)—Granted assignment of license from KNFO Broadcasting Co. (Texas joint venture) to HSA Service Corp. in settlement agreement. Original note plus interest borrowed by assignor totalled $2,981,205; fair market value of assets acknowledged by parties to application is $950,000. **Seller** is headed by Norman Fischer, et al., and has no other broadcast interests. **Buyer** is headed by Carl B. Webb, and has no other broadcast interests. Action Aug. 14.

## NEW STATIONS

### Applications

■ **Inglis, FL** (BPED920820MA)—Sabbath Inc. seeks 104.3 mhz; 6 kw; ant. 100 m. Address: P.O. Box 371, Indianapolis, IN 46206. Applicant is headed by Craig S. Gill, and has no other broadcast interests. Filed Aug. 20.

■ **Poipu, HI** (BPED920820ME)—Lu Ann Uchida Lane and William A. Lane seek 95.9 mhz; 1.13 kw; ant. 225 m. Address: 34001 Granada Drive, Dana Point, CA 92629. Applicants have no other broadcast interests. Filed Aug. 20.

■ **Pinckneyville, IL** (BPH920818MC)—Kenneth W. and Jane A. Anderson, husband and wife, seek 104.3 mhz; 3.5 kw; ant. 84 m. Address: Route 7, Box 3858, Marion, IL 62959. Applicants are licensees of WBVN(FM) Carrier Mills, IL. Filed Aug. 18.

■ **Union City, IN** (BPED920821MB)—Positive Alternative Radio Inc. seeks 88.9 mhz; 3.5 kw; ant. 99 m. Address: P.O. Box 889, Blacksburg, VA 24063. Applicant is headed by Vernon H. Baker, and has interests in eight AM's. Filed Aug. 21.

■ **Los Alamos, NM** (BPH920813ME)—Jeffrey Rochlis seeks 107.5 mhz; 100 kw; ant. 300 m. Address: 10601 Wilshire Blvd., Suite 1604, Los Angeles, CA 90024. Applicant is 50% partner in permittee of new FM at Thousand Palms, CA. Filed Aug. 13.

### Actions

■ **Boise, ID** (BPED910129MA)—Granted app. of Idaho State Bd. of Education (Boise State University) for 91.5 mhz; 4 kw; ant. 787 m. Address: 1910 University Dr. Boise, ID 83725. Applicant is headed by James V. Paluzzi, and has no other broadcast interests. Action Aug. 19.

■ **Union City, IN** (BPH910808MD)—Granted app. of River Radio Inc. for 105.7 mhz; 6 kw; ant. 100 m. Address: 300 N. 4th St., Fulton, KY 42041. Applicant is headed by Alvin E. McClain, who has interests in licensee of WKZT(AM) Fulton, KY. Action Aug. 19.

■ **West Lafayette, IN** (BPED910715MH)—Granted app. of Von Tobel Foundation Inc. for 89.9 mhz; .1 kw; ant. 100 m. Address: 256 South Washington St., Valparaiso, IN 46383. Applicant is headed by Paul J. Von Tobel III, and is licensee of FM translator W216AC Valparaiso, IN. Action Aug. 13.

■ **Kalispell, MT** (BPH910926MD)—Dismissed app. of Michael J. Stocklin for 106.3 mhz; 3.83 kw; ant. 126 m. Applicant has no other broadcast interests. Action Aug. 19.

■ **Whitesboro, NY** (BPH920519MA)—Returned app. of Kenneth F. Roser Jr. for 97.9 mhz; 1.65 kw; ant. 191 m. Address: Box 195-F Grahm Rd., Utica, NY 13502. Applicant has interests in WLFH(AM)-WOWB(FM) Little Falls, NY. Action Aug. 11.

■ **Del City, OK** (BPED920422MA)—Returned app. of Everlasting Gospel Lighthouse Inc. for 91.7 mhz; .15 kw; ant. 44 m. Address: 5800 South Sunnylane, Oklahoma City, OK 73115. Applicant is headed by John L. Harrell, and has no other broadcast interests. Action Aug. 11.

## FACILITIES CHANGES

### Actions

#### FM's

■ **Willard, OH** WPJV(FM) 96.9 mhz—Forfeited and cancelled app. of Mansfield Christian School (BPED-860123NO) for new FM; ERP: 3 kw H&V; ant.: 91 m.; TL: Dininger Rd., 5 mi. E of S.R. 61, about 4 miles N of Shelby, OH; SL-RC: T.B.D. 40 56 42 - 82 39 42; callsign deleted. Action July 28.

■ **Mercer, PA** WWIZ(FM) 103.9 mhz—Dismissed app. of GBS Communications Inc. (BPH-870330NI) for CP to make changes: change community of license to Sharon, PA (47 CFR 73.211); pet. to deny filed 8-6-87. Action July 21.

■ **Mt. Carmel, PA** WXMH(FM) 99.7 mhz—Granted app. of David A. Donlin, receiver (BMPH-920421ID) for mod. of CP (BPH-880217MT) to make changes; ant.: 197 m. TL: .2 km north of SR54, hamlet of Natalie. Amended 7-10-92; ERP reduced to .79 kw. Action July 22.

■ **Jamestown, NY** WCOT(FM) 90.9 mhz—Granted app. of Family Life Ministries Radio Inc. (BMPED-920413IC) for mod. of CP (BPED-900705MF) to make changes; change TL: Robin Hill Road, 17.974 km at 126 degrees from Jamestown. Action July 31.

■ **Marlow, OK** KFXI(FM) 92.1 mhz—Forfeited and cancelled app. of Austin Broadcast Services Inc. (BPH-881014IJ) for CP to make changes; change ERP: 50 kw H&V, change ant.: 118.2 m., change to class C2 (per MM docket #87-359). Action Aug. 3.

■ **Pendleton, OR** KSXM(FM) 107.7 mhz—Forfeited and cancelled app. of Pendleton Broadcasting Co. (BPH-870302OM) for CP to change TL: Cabbage Hill area, 11.5 mi. SE of Pendleton, 4 mi. west of Deadman Pass, alongside I-80, Pendleton; change ERP: 100 kw H&V; ant.: 344 m., and make changes in antenna system: 45 35 15 - 118 34 56. Action Aug. 3.

■ **Aberdeen, SD** KQAA(FM) 94.9 mhz—Granted app. of CD Broadcasting Corp. of Aberdeen (BPH-920313IA) for CP to make changes; ant.: 165 m.; TL:.5 mi NW of Bath Corner; change class to C1; amended 7-6-92 to change ant. to 131, TL: 45 25 05 - 98 28 36. Action August 3.

■ **Spearfish, SD** KBHU-FM 89.1 mhz—Forfeited and cancelled app. of Black Hills State College (BPED-790723AI) for CP to increase power ERP: 100 w, and make changes in antenna system. Action Aug. 3.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service | ON AIR | CP's[1] | TOTAL* |
|---|---|---|---|
| Commercial AM | 4,969 | 186 | 5,155 |
| Commercial FM | 4,707 | 944 | 5,651 |
| Educational FM | 1,557 | 290 | 1,847 |
| **Total Radio** | **11,233** | **1,420** | **12,653** |
| Commercial VHF TV | 557 | 13 | 570 |
| Commercial UHF TV | 583 | 164 | 747 |
| Educational VHF TV | 124 | 4 | 128 |
| Educational UHF TV | 236 | 10 | 246 |
| **Total TV** | **1,500** | **191** | **1,691** |
| VHF LPTV | 466 | 131 | 597 |
| UHF LPTV | 818 | 841 | 1,659 |
| **Total LPTV** | **1,284** | **972** | **2,256** |
| FM translators | 1,901 | 390 | 2,291 |
| VHF translators | 2,512 | 80 | 2,592 |
| UHF translators | 2,406 | 392 | 2,798 |

### CABLE

| | |
|---|---|
| Total subscribers | 55,786,390 |
| Homes passed | 92,040,450 |
| Total systems | 11,254 |
| Household penetration† | 60.6% |
| Pay cable penetration/basic | 79% |

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research

**NBC Talknet's Bruce Williams broke out of his normal format** last Monday (Aug. 31) to make an unusual request: he appealed to Kuwait, Saudi Arabia and the United Arab Emirates to offer economic aid to hurricane victims in South Florida. The result? **The Amir of Kuwait donated $10 million** to the American Red Cross, according to NBC Talknet. Williams had given out the telephone number of the three embassies and urged his listeners to phone the embassies.

**The Radio Music License Committee last week announced a compromise solution** to the dispute **between ASCAP and some 240 radio stations** over music played on *The Rush Limbaugh Show.* The agreement establishes a specially negotiated reporting and fee structure for stations on a per-program license that air the show—roughly 240 stations. The dispute has lingered partly because EFM Media, which produces and distributes Limbaugh's show, refused to provide cue sheets that would enable stations to identify and report non-incidental music use.

Late last week the **NAB added a special session to its 1992 Radio Show focusing on the new FCC ownership rules**. The convention begins in New Orleans this Wednesday (see page 65). The panel will include FCC Mass Media Bureau Chief Roy Stewart and General Counsel Bob Pettit. It will replace a planned "Capitol Hill" perspective panel, scheduled for 2-3:10 p.m., Friday (Sept. 11).

**Kansas City Royals moved its TV affiliation,** starting with next season, to ABRY Communications' KSMO-TV, ending a 12-year affiliation with NBC affiliate WDAF-TV. The new three-year contract calls for the independent station to broadcast 65 games, 14 more than in the current season. Next year it's expected that Royals third baseman George Brett will pass the 3,000-hit mark.

## NSS POCKETPIECE

(Nielsen's top rated syndicated shows for the week ending Aug. 23. Numbers represent aggregate rating average/stations/% coverage)

| | |
|---|---|
| 1. Wheel Of Fortune | 10.3/221/99 |
| 2. Oprah Winfrey Show | 9.3/231/99 |
| 3. Jeopardy | 8.9/213/99 |
| 4. Star Trek | 8.0/244/99 |
| 5. Married...With Children | 7.5/177/96 |
| 6. Current Affair | 6.6/184/96 |
| 7. Entertainment Tonight | 6.4/191/96 |
| 8. Cosby Show | 6.0/196/96 |
| 9. Inside Edition | 5.7/144/89 |
| 10. Donahue | 5.5/229/99 |
| 11. Wheel Of Fortune-mfed | 5.4/193/91 |
| 12. WKRP In Cincinnati | 5.2/236/99 |
| 13. Case of All-Star Accoustrason | 5.1/170/91 |
| 14. Baywatch | 5.0/158/96 |
| 14. Sally Jessy Raphael | 5.0/214/96 |

**Industry leaders named by NAB will meet Sept. 15** in Washington **to begin designing the program for NAB's 1993 HDTV World Conference,** April 19-22, in Las Vegas. Advanced TV Systems Committee Chairman James McKinney will chair the conference committee featuring Wendell Bailey, technology VP for NCTA; Julius Barnathan, Capital Cities-ABC consultant; Steven Bonica, president of Panasonic Broadcast and TV Systems; William Connolly, president of Sony Advanced Systems; Allen Cooper, technology VP for MPAA; Greg DePriest, advanced TV VP for Toshiba America; Joseph Flaherty, technology senior VP for CBS; Keiichi Kubota, senior scientist for NHK; Michael Sherlock, operations president for NBC, and Margita White, president of MSTV.

**National Hockey League signed two television rights deals with ESPN** last Wednesday, and a day later was sued by incumbent rights-holder SportsChannel America. The first deal is a one-year pact to air 25 regular-season games and 37 playoff games (including Stanley Cup Finals) in the upcoming season, with an option to renew for another four years after that. A separate five-year deal gives ESPN the right to sell NHL internationally (excluding Canada). The domestic deal also provides ESPN rights to certain "additional" games that would air on ESPN II, should the network decide to launch that channel. League and network officials did not deny reports that ESPN would pay about $12 million a year for rights. The network is required to black out games in home-team markets. SportsChannel America claims it had a right of first-refusal on next season's rights and filed suit in New York Supreme Court.

President Bush awarded **recess appointments to the Copyright Royalty Tribunal to Bruce Goodman,** formerly an attorney with the Washington firm of Arter & Hadden, and **Edward Damich,** professor of law at George Mason University, Fairfax, Va. Among the responsibilities of the CRT is the distribution of copyright payments to Hollywood producers by cable systems paying through the cable compulsory license. Goodman and Damich succeed Commissioners J.C. Artensinger and Mario Arguero.

House Telecommunications Subcommittee Chairman **Edward Markey accused the NTIA of making "an end-run of Congress by appealing for private funds"** and attempting "to circumvent the Constitution and Congress." In a Sept. 1 letter to Commerce Secretary Barbara Franklin, Markey complained about an NTIA notice in the *Federal Register* for bids on a study on methods for assigning radio frequencies through competitive bidding